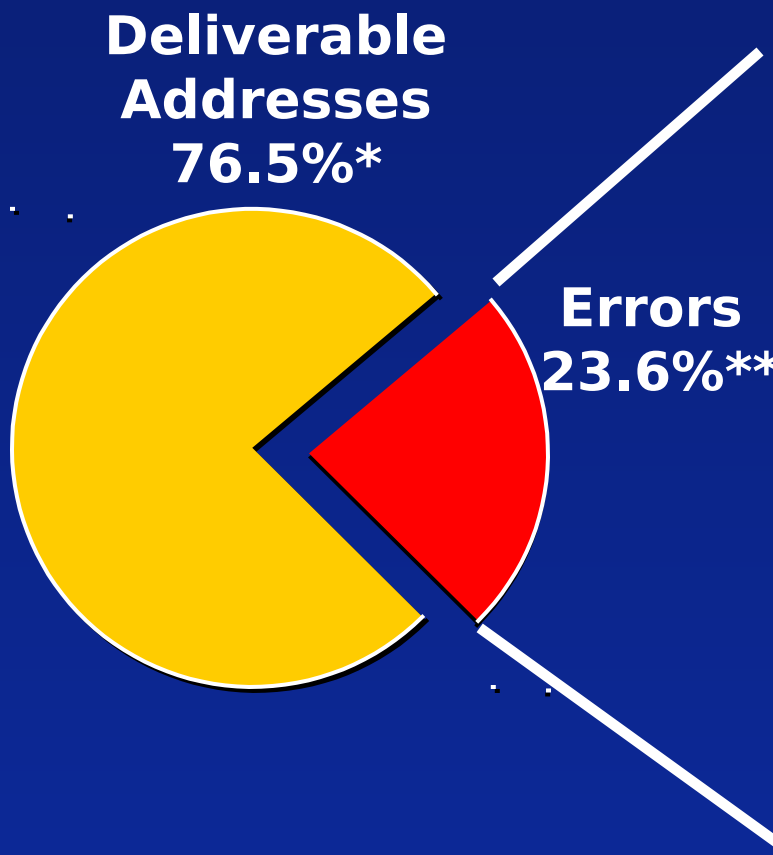
UNITED STATES POSTAL SERVICE

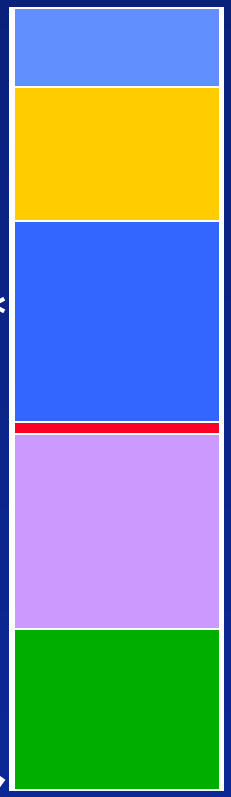
Automated Mail Processing:
High Quality Addresses Required

UNITED STATES
POSTAL SERVICE

Automated Mail Processing Means One Thing: Barcodes On The Mail

MAJOR ADDRESSING DEFICIENCIES





2.4% Moved

4.1% Apartment Number

6.0% Directional Suffix

0.4% Rural Route/Box Number

5.9% Street Name/Number

4.8% ZIP Code/City/State

* 9% Of Deliverable Addresses Were Correct But Not Standardized

** 17% OF Errors Require Extra Handling Or Carrier Knowledge To Deliver

UNITED STATES POSTAL SERVICE

POSTAL ADDRESSING STANDARDS

CONTENT AND FORMAT

ON THE MAIL AND IN THE LIST

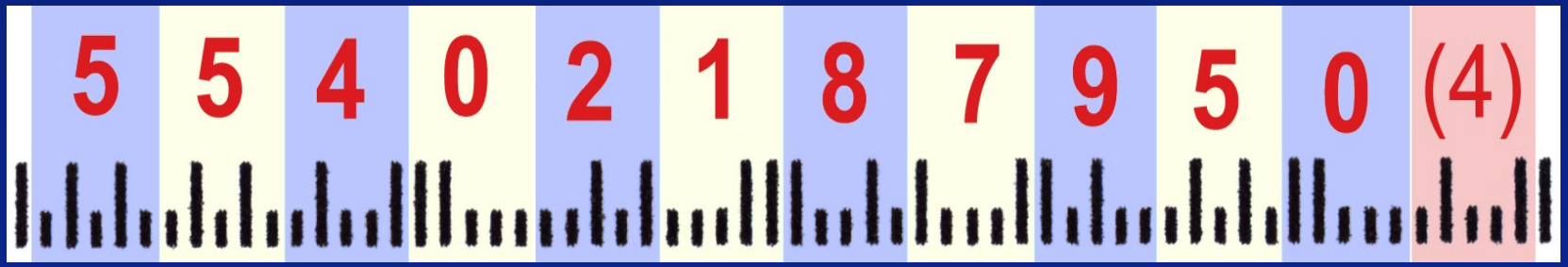
POSTAL ADDRESSING STANDARDS

ADDRESS ELEMENTS AND FORMAT

Postage Area

(Optional)	Non-Address Data	CRPS 03672
(Optional)	Information, Affiliation	MR J BROWN PRES
	Name of Recipient	ACME SCREW CORP
	Delivery Address	4350 MAPLE ST
	Post Office, State ZIP	MINNEAPOLIS MN 55402-1879

Postnet Code



POSTAL ADDRESSING STANDARDS

COMPLETE DELIVERY ADDRESS ELEMENTS

- Firm Name
- Address (Street) Number
- Pre-Directional
- Street Name
- Suffix
- Post-Directional
- Secondary Address Unit Designator And Number
- City (Approved Last Line Name)
- State
- ZIP+4 Code

UNITED STATES POSTAL SERVICE

ADDRESS INFORMATION SYSTEM PRODUCTS

UNITED STATES
POSTAL SERVICE

Address Information System (AIS)
Products And Services
Are Designed To Maintain and Improve
The Accuracy Of Addresses

ADDRESS INFORMATION SYSTEM PRODUCTS

- ZIP+4 Product
- Carrier Route Product
- Five-Digit ZIP Product
- City State Product
- Delivery Statistics Product
- Delivery Point Validation
- Z4CHANGE Product
- Drop Ship Product
- eLOT Product (Line of Travel)

ADDRESS INFORMATION SYSTEM PRODUCTS

CITY STATE PRODUCT

- City, County, And State Names Along With Corresponding ZIP Codes
- Ensures All Elements On The Last Line Of The Address Are Correct

ADDRESS INFORMATION SYSTEM PRODUCTS

ZIP+4 PRODUCT

- 39 Million Records
- ZIP+4 Codes For All 50 States And US Territories
- Contains Number Range Records And Street Names
- Requires The Use Of Address Matching Software

ADDRESS INFORMATION SYSTEM PRODUCTS

ZIP+4 CODES IDENTIFY:

- A Block On A Particular Street
- Post Office Boxes
- Rural Or Highway Contract Routes Box Numbers
- Multi-Unit Buildings

Street ZIP+4 record (1)

- ZIP Code: 12121
- Record Type: S
- Route: C003
- Pre Dir: NW
- Street: Main
- Suffix: Blvd
- Post Dir:
- Primary Low: 1200
- Primary High: 1298
- Odd/Even: E
- Bldg/Firm:

Zip+4 record (2)

- Secondary Desc:
- Secondary Low:
- Secondary High:
- Secondary Odd/Even:
- Plus4 Low: 2223
- Plus4 High: 2223
- State: NH
- County: 003
- Congressional District: 04
- Last Line Key: V11334

High Rise ZIP+4 record (1)

- ZIP Code: 12121
- Record Type: H
- Route: C003
- Pre Dir: NW
- Street: Main
- Suffix: Blvd
- Post Dir:
- Primary Low: 1214
- Primary High: 1214
- Odd/Even: E
- Bldg/Firm: Bristol Bldg

High Rise Zip+4 record (2)

- Secondary Desc: APT
- Secondary Low: 101
- Secondary High: 111
- Secondary Odd/Even: B
- Plus4 Low: 2227
- Plus4 High: 2227
- State: NH
- County: 003
- Congressional District: 04
- Last Line Key: V11334

SnappCheck™ Address Management Techno

Delivery Point Validation Addressing Tool

14 Million Delivery Point Addresses condensed to 600 MB

Serviced

Delivery Point Validation (DPV)

DPV Allows A User To Confirm The Validity Of Address Information - Right Down To Apartment And Suite Number

DPV Provides A “YES / NO” Response To An Inquiry Such As:

“Is 612 King Ridge CV in ZIP Code 38017 A Valid Address?”

Delivery Point Validation (DPV)

DPV Works In Conjunction With Existing CASS-Certified Address Matching Products To Validate Addresses

DPV Cannot Correct Missing Or Incorrect Address Components

Use DPV To Collect Complete Addresses At Point-of-Capture Or To Identify Incomplete Addresses In Your Mailing List

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ADDRESS CHANGES BEFORE YOU MAIL

Today's Address Quality Tools

Available Today

- **NCOA^{Link} ™ Product**

NCOA Link

PRODUCT FEATURES:

- Address Changes Before You Mail
- Address Change Data on DVD
- List Processing Frequency Is Defined by Customer
- Standardization of Input Addresses
- ZIP+4 Codes Applied to All Addresses

NCOA^Link

NCOA^Link Expands Mailer's Accessibility To USPS National Change-of-Address Data

Mailers Can License NCOA^Link Data For Use Within Their Native Computer System / Mail Processing Environment

- **No More *FASTforward* Black Boxes!**

Ask Your Existing Address Hygiene Product Supplier About Their Plans To Market Interfaces To The NCOA^Link Product

NATIONAL CHANGE OF ADDRESS PRODUCT FEATURES:

- Change-Of-Address Information Is Provided Only When a Match Is Attained
- Available to Customers Who Utilize Either Mainframe or Microcomputer Systems

UNITED STATES POSTAL SERVICE

ADDRESS CHANGE SERVICE (ACS)

ADDRESS CHANGE SERVICE

PRODUCT FEATURES:

- Address Changes <u>After</u> You Mail
- Change-Of-Address Information Via Magnetic Tape, Diskette, or Data Transmission
- Minor Modifications Are Required To Mailing Label
- Various Notification Options
- Centralized Billing

UNITED STATES POSTAL SERVICE

CODING ACCURACY SUPPORT SYSTEM (CASS)

UNITED STATES POSTAL SERVICE

CASS Measures The Accuracy Of Address-Matching Programs

CODING ACCURACY SUPPORT SYSTEM

ADDRESS LIST CODING

- Use A CASS-Certified Address-Matching Program And The USPS ZIP+4 Product To Match And Standardize Address Records On A Mailing List And Append Correct 5-Digit ZIP Codes, ZIP+4 Codes, And Carrier Route Codes
- 98% Required For ZIP Code, Carrier Route Code and ZIP+4 Code
- 100% Required For Delivery Point Code

BARCODE CERTIFICATION

- Tests For Barcode Accuracy
- Vendor Level Certification, Not Users
- Tests Hardware, Software and Systems
- Determines if the Barcodes Produced Meet Domestic Mail Manual Specifications for Size and Dimensions
- Tests Software for Conversion of Numerics Into POSTNet Font

UNITED STATES
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The Choices Made When Purchasing Supplies, Equipment, Address List Systems And Services Like List Management, Mailpiece Design And Production, Etc. Have A Direct Impact On The Quality Of The End Product

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Make Informed Decisions & Ask Questions

NEED ADDITIONAL INFORMATION?

CONTACT:

ADDRESS MANAGEMENT
NATIONAL CUSTOMER SUPPORT CENTER
UNITED STATES POSTAL SERVICE
6060 PRIMACY PKWY STE 201
MEMPHIS TN 38188-0001

Customer Support: **1-800-238-3150**

NCSC Bulletin Board System (NCSC BBS): **1-901-681-4534**

Internet Address: **http://www.usps.com**
http://ribbs.usps.gov

Address Management System

Database Provides Directories For All USPS Mail Processing Operations

Source For AIS Products

ADDRESS MANAGEMENT SYSTEM

Managed By 80 Postal Districts

110 Different Sites

650 USPS Employees

Department of Defense Challenges

- Standardized Addressing
- Change of Address

Standard Domestic Address Styles:

- PO Box Number
- General Delivery
- Street Name And Number
- Route Number And Box Number

UNITED STATES POSTAL SERVICE

ADDRESS MANAGEMENT SYSTEM

General Delivery

Frank Jones
General Delivery
Minneapolis MN 55401-9999

Approximately 28000 Addresses

Post Office Box

Amanda Jones
PO Box 40115
Minneapolis MN 55440-0115

Approx. 23,500,000 Addresses

ADDRESS MANAGEMENT SYSTEM

- **Street-Style Addresses**

Jones and Associates
700 Marquette Ave Ste 2408
Minneapolis MN 55402-4422

Approx. 132,000,000 Addresses
33,700,000 with Secondary Info

Route and Box Addresses

Daniel Jones
RR3 Box 12A
Nowhere NE 66377-9722

Approximately 3,250,000 Addresses

Standardized Addresses

- General Delivery, PO Box, and Route and Box are assigned by USPS personnel
- Only Street-Style format is applicable to domestic military

Standardized Addresses

- Logical Grid
  - Consistent with local practices
    - Odd/Even
    - Directionals
- Street Names
  - Not in conflict with local street names
  - Coordinate with Postmaster, Address Management

Standardized Addresses

- Central Mail Facilities
  - Don’t use “Box” in the address
  - Assign the box as Secondary (UNIT) number

Sgt Jennifer Jones
2004 Chanute Dr Unit 224
Danvers AFB WI 54288-1224

Standardized Addresses

NON-STANDARDIZED

Commander
74th MDG
WPAFB OH 45433

Standardized Addresses

STANDARDIZED

Public Affairs Office
100 E Headquarters Rd
Fort McCoy WI 54656-5263

Overseas

- **PSC, CMR, UNIT**

Pfc David Jones
PSC 333 Box 23
APO AE 09851-1212

Overseas

- **Ship Address**

CPO Brian Jones
USS SEA DEVEL SSN-664
FPO AE 09839

Obsolete?

Not All Installations Use "Standard" Addresses

Non-Standard Presentation May Prohibit Address Matches

Questions?

UNITED STATES
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Thank You

ADDRESS MANAGEMENT